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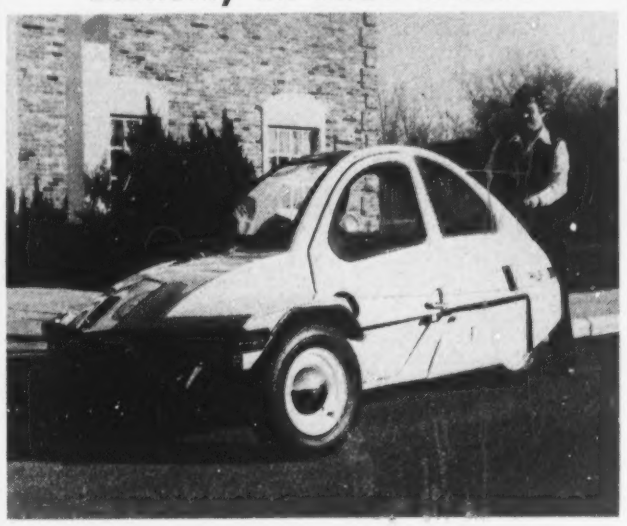
Economy on three wheels



100-MPG commuter from Minnesota

H-M Vehicles, Burnsville, Minn., claims 100 MPG for its Free-Way III powered with a 345-cc single-cylinder engine. Classified as a motorcycle, the Free-Way has automatic transmission, fiberglass body, heater, tubular steel frame around the vehicle at normal bumper height, three-point belts and a cargo area big enough for a temporary passenger. Top speed is said to be 65 MPH. A 453-cc gasoline engine, diesel engine and electric powerplant also are offered. Prices start at $3,695, FOB Minneapolis.

Early Ford contract talks scheduled to begin today

By Marjorie Sorge
Labor Editor

The UAW and Ford Motor Co. are scheduled to begin early contract talks today (Jan. 11), according to sources.

Last week, the UAW made reservations at the Fairlane Inn in Dearborn for its out-of-town negotiators beginning yesterday (Jan. 10) and running indefinitely, according to the Detroit News. The reservations were made before the 250-member UAW national Ford Council officially voted to begin early negotiations.

The current contracts with Ford and General Motors expire Sept. 14, 1982. At presstime, both the union's Ford and GM councils were scheduled to vote on early talks at separate meetings in Chicago last Friday (Jan. 8). The union's bargaining committees have already recommended early bargaining based on the economic situation in the auto industry.

No information was available on when talks with GM might begin if the council gives its OK.

• Most observers feel the Ford Council will vote to begin early bargaining. Four UAW Ford locals have already voted to accept work rule concessions to be more competitive in bidding for Ford jobs. This may have softened the feelings of the union's Ford membership.

The GM Council's reaction, however, is questionable. Last week worker's at Oldsmobile's main production facility in Lansing voted 95 percent against granting contract concessions and told their union leaders to fight reopening current contracts.

But, according to Gary Watson, president of Local 652, the membership is not against early negotiations, only against reopening the current contract and giving concessions. That local represents 14,000 UAW members and 4,000 voted.

Other GM locals also have indicated they are against reopening the agreement and giving concessions and some are against early negotiations. One union insider said the rank-and-file are upset because the union's Collective Bargaining Convention has not been held and they have not had a chance to submit resolutions for negotiating guidelines. That convention is scheduled in early March.

• While it is possible either the Ford or GM Council could reject early bargaining, Donald Ephlin, vice president and director of the union's Ford Department, has said it is unlikely the two councils would split on whether to open talks early. He said it is advantageous to both the companies and the union to keep the timing of the Ford and GM contracts together.

One union insider said it is believed the early bargaining plan will "squeak through" the GM council.

When negotiations begin, job security will be the UAW's Number One demand. According to Ephlin, one way to insure jobs is to demand a labor-content plan. He said that every job exported by a U. S. auto company must be replaced by an imported job from one of that firm's overseas subsidiaries.

The UAW also wants a commitment for no layoffs in the auto industry, Ephlin has said. To accomplish this, the union might consider hiring two types of workers — temporary employes who would be laid off in the event of a slump and permanent workers who would always be assured of a job, Ephlin said.

Such a plan would require less stringent lines of demarcation and seniority programs. But, Ephlin said, the promise of

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EPA's staff cut viewed as threat to its survival

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — The number of people working in Washing for the EPA, approximately 5,298 when President Reagan took office, could be as low as 2,085 by June of this year under a reorganization planned by EPA Administrator Anne Gorsuch.

That would represent a slash of more than 60 percent.

An organization known as "Save EPA" says that action will effectively cripple the agency's efforts to fight pollution.

"This means the end of the agency," said William Drayton, EPA's chief budget officer during the Carter Administration.

EPA has been a major target of the Reagan Administration's anti-regulatory effort since the President took office, it has been at the center of the controversy over the Administration's perceived anti-environment stance.

Environmentalists and Congressmen have decried the appointment of numerous persons to positions they had formerly been regulated by and the ready willingness of the new administration to listen to and do as industry wants.

This change in attitude has already caused 913 headquarters personnel to quit the agency, Drayton said.

"They have set out to tear the EPA apart in order to get it off the backs of business," Drayton said, adding that it is a backdoor way of getting rid of the environmental regulations.

• By cutting the EPA budget by almost 50 percent and the staff by an even greater percentage just as the agency's workload is doubling because Congress has required it to control environmental toxics as well as traditional pollutants, the administration has de facto nullified "the clean air, clean water, toxic substance, hazardous wastes, pesticides, safe drinking water and other environmental laws Congress has enacted with overwhelming bipartisan support over a decade," Drayton said.

"The Administration's actions make a mockery of Congressional debate over these laws," he added.

EPA officials said Drayton's figures were inflated, but did not deny that Gorsuch is reorganizing the agency.

Others, who asked not to be identified, said 700 to 800 people in the Washington office, which

Continued on Page 6, Col. 5

breaking news

New Nissan named Sentra for U. S.

LOS ANGELES. — Nissan's replacement for the Datsun 210 in the U. S. market will be called Nissan Sentra. It was introduced in Japan as the Sunny. The Sentra is expected to be launched in the U. S. about May 1.

Chrysler boosts some prices $230 to $498

DETROIT.—Chrysler Corp. has raised sticker prices $230 to $498 on some of its subcompact and compact models. The base Aries/Reliant four-door sedan now is $6,629, up $498, and the Omni/Horizon Custom four-door sedan is $6,311, up $384. These are among the models on which Chrysler held the price line when the '82s were introduced. The Plymouth TC3 Turismo hatchback coupe and Dodge Charger 2.2 hatchback coupe have been hiked $230 and now are $7,345. They are new models for '82.

DeLorean postpones holding company stock issue

WASHINGTON.—DeLorean Motor Co. and its lead underwriter Bache Halsey Stuart have postponed the initial offering of one million stock-plus-warrant units which would have created DeLorean Motors Holding Co. A DMC spokes-

See BREAKING NEWS, Page 8, Col. 1

To take advantage of production in U. S.

Honda expanding dealer network

By John A. Russell
New York Staff Writer

NEW YORK. — As American Honda's plant in Marysville, O., takes shape, the company is slowly expanding its dealer network to 1,000 dealers from approximately 800 to take advantage of production in the U. S.

The plant will open in the fall and will supply a maximum of 50,000 units in the U. S. market when fully operational. The dealer network is being expanded to take advantage of the added product of the plant but not at the expense of the current dealer body, Honda said.

Honda's progress on the plant is on schedule, according to Tetsuo Chino, president and general manager of American Honda. And while the auto industry in general in the U. S. is undergoing cataclysmic changes, Honda is weathering the storm without impact, he said.

The major issues confronting the U. S. auto industry, besides sales — quality and productivity — are not of concern to Honda, he said. He said much has been written comparing Japanese workers with American workers with various studies indicating the Japanese worker is better, yet he and his colleagues do not accept these conclusions.

"We avoid stereotype concepts," Chino said, adding that there is no master key to productivity and quality control, but only an accumulation of daily details. Those are "small minor details" that let people realize how important quality control and teamwork are in the overall picture of the company.

He stressed that the key is labor and management understanding each other and that Honda attempts to close the understanding gap.

Honda's concept of the marketplace has been more worldwide in scope than that of its competitors. This stems from a philosophy advocated when the

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Dismal '81: U.S. sales lowest in 20 years; import share up

By Jenny L. King
Staff Writer

New-car sales in the U. S. in 1981 fell for the third consecutive year despite increasing numbers of front-drive, fuel efficient cars from the anxious domestic auto makers, wave after wave of rebates, credit assistance programs and incentives to buy and restrictions accepted by the Japanese competitors.

The domestic industry posted its lowest calendar-year total since 1961. Import sales were off from the 1980 level, but scooped a record 27.25 percent of the total market.

The combined total was 8,531,531, down 4.92 percent from 8,973,345 in 1980.

The five major U. S. auto makers sold 6,206,296 units, down 5.65 percent from the year-ago 6,578,275. It was the lowest total since 6,142,402 back in 1961. Best year for the domestics was 1973 when 9,669,689 new cars were retailed.

The daily selling rate for 1981 was 20,216, down 5.35 percent from 21,358 in 1980. There were 307 selling days in '81 compared with 308 in 1980.

Imported-car sales totaled 2,325,235 for the year, down 2.92 percent from the record 2,395,070 sold in 1980. Import penetration was 27.25 percent, smashing the 1980 record of 26.69 percent. The import segment of the market has climbed steadily, from 17.69 percent in 1978, and 21.85 percent in 1979.

Chrysler Corp. was the only U. S. auto maker to report a sales increase for the year. The rebounding company was up 10.58 percent in 1981, its sales totaling 729,873 compared with 660,017 a year earlier.

General Motors sales dropped 7.77 percent, to 3,796,696 from 4,116,482. Ford Motor Co. was down 6.41 percent, to 1,380,600 from 1,475,232. American Motors was down 8.54 percent, to 136,682 from 149,438, and Volkswagen of America retailed 162,445 U. S.-built Rabbits, down 8.28 percent from 177,106.

GM slipped to 61.17 percent of the domestic market from 62.58 percent in 1980. Ford stood at 22.25 percent, compared with 22.43 percent the preceding year. Chrysler gained 1.73 percentage points, climbing to 11.76 percent from 10.03 percent. AMC earned 2.20 percent of the domestic market, down from 2.27 percent, and VWoA cornered 2.62 percent, down from 2.69 percent.

Chrysler Corp.'s Plymouth and Dodge makes both reported substantial gains in 1981, Ford's Mercury was up, and three of GM's divisions—Cadillac, Oldsmobile and Buick—improved their lot during a dreary sales year. Chrysler's Imperial was up 86.18 percent, but this compared 12 months in 1981 with three months on the market in 1980.

Plymouth sales were up 29.56 percent, to 325,598 from 251,312 in 1980. Dodge was up 14.75 percent, to 305,757 from 266,460. Mercury dealers sold 339,550 units, up 2.63 percent over 330,853.

Cadillac sales were up 8.29 percent, to 230,665 from 213,002. Oldsmobile was up 3.42 percent, to 848,739 from 820,681, and Buick squeaked by its 1980 total by 0.31 percent, to 722,617 from 720,368.

On the minus side for the year: Chrysler was down 32.83 percent; Ford was down 9.07 percent; Lincoln was down 8.43 percent; Chevrolet was down 17.37 percent, and Pontiac was down 10.16 percent.

• Two new import companies entered the U. S. automotive marathon in 1981: Isuzu from Japan and DeLorean from Ireland. Of the 26 imported makes on the chart for 1980 and 1981, 13 were up in comparative sales, and several reported records as well.

Import leader Toyota, second-place Datsun and third-place Honda showed signs of feeling the Japanese import restrictions. Toyota sales were down 0.98 percent, Datsun was off 10.08 percent and Honda slipped back 1.25 percent.

Fourth-place Mazda was up 2.77 percent in 1981, and number-five Subaru was up 6.36 percent with record sales of 152,062.

Peugeot reported the greatest sales increase of any import for 1981: Up 30.99 percent to 16,937 from 12,930. Audi sales were up

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The industry at a glance

Production

	1981	1980
Cars	6,275,721	6,416,885
Trucks	1,670,488	1,593,489

Sales

	1981	1980
Total cars	8,531,531	8,973,345
Total trucks	2,255,166	2,487,236
U.S. cars	6,206,296	6,578,275
U.S. trucks	1,786,974	2,002,638
Import cars	2,325,235	2,395,070
Import trucks	468,192	484,598
Imports' pct. cars	27.25	26.69
Imports' pct. trucks	20.75	19.48

*Truck figures for 1981 are preliminary

A Brazilian offering

This Ventura SLE, made in Sao Bernardo do Campo, Brazil, features a fiberglass body and Volkswagen mechanicals. It is available with either the air-cooled or water-cooled 1.6-liter VW engine. Several other Brazilian-built specials are based on VW running gear.

The older the car, the higher the payment

AMC to pay $300-$500 for tradeins

By Joseph Bohn
Marketing Editor

SOUTHFIELD, Mich.—American Motors' latest promotion is expected to round up quite a few used cars for its dealers as well as selling off new ones on their lots.

Essentially, AMC is paying tradein "bonuses," tantamount to rebates on used cars. The older the car, the bigger the payment.

The program, which runs from Jan. 14 to March 31, pays direct-from-the-factory or use-it-as-a-downpayment bonuses of $300 for any '77 or '78 model, $400 on a '75 or '76 model and $500 on a '74 or older model traded in purchase of a new Concord, Spirit or Eagle. The factory pays the full amount.

The program is being pitched to consumers on the basis that by unloading their old, older or oldest car, they save money on maintenance and gasoline costs and get more for their tradein to boot.

Dealers get the extra benefit of tradeins during a period when people are hanging onto their cars and clean used cars are hard to come by.

AMC has "accelerated" its promotional spending in the first quarter, with heavier network TV, magazine, newspaper and direct mail, to support the effort, said David J. Van Peursem, general marketing manager.

Eagle will continue to be advertised in straight product commercials, but Spirit and Concord advertising will shift completely to the new spots during the program's time frame.

Van Peursem did not anticipate having any new incentives on Renault products, which he said were priced and positioned right.

The Jeep line still remains a question mark, he added.

• AMC is introducing its latest promotion via 1,200-line newspaper ads, breaking in the top 100 markets Jan. 13 and 14.

Another newspaper campaign of like size will follow approximately a week later.

Single page, black and white magazine ads break in news weeklies during the promotion.

AMC has also made a fairly heavy network TV scatter buy. It will be running about four times as much network as spot, which is a reversal of what it has been doing the past couple of quarters.

TV and magazine ads have a humorous flavor. They feature a caricatured gas attendant filling up a fin-tailed guzzler with lines like, "If your car was built when gas cost 60 cents, you're in trouble" and it's only a race for "which will give out first—your old car or your money."

AMC is supplying dealers with direct-mail pieces for their prospective customers. The direct mail is devised so a customer can figure his own tradein bonus, yearly gasoline and maintenance savings, etc.—and present it filled out for a ready deal at dealerships.

AMC is sharing half the cost of the direct-mail pieces, expected to number several hundred thousand, with its dealers.

Van Puersem anticipated about 95 percent dealer participation in the promotion.

Both AMC agencies, Compton Advertising, which handles Eagle, and Grey Advirtising, which handles Concord and Spirit, participated in the campaign.

Ford told to account for funds that dealers never got

FDA wants floor-plan disclosure

By John A. Russell
New York Staff Writer

HACKENSACK, N. J. — The Ford Dealers Alliance is demanding a full accounting of funds not returned to dealers under the floor-plan assistance program which took effect last October, calling the program, which since has been revised, more of a money-making scheme for the company than a true assistance program.

Ford Motor Co. has announced a new program will take effect Jan. 18. It will have an option of a full reimbursement of the 35-day finance charge. But it is the old program, which runs until that date, which has many dealers, including FDA President Ed Mullane, up in arms.

Mullane said that when the current program took effect, dealers were under the impression that the finance charge, which was tagged onto the dealer price for the car, would be returned in full. Now, as these credits are being returned, dealers are finding this is not the case.

After the program was announced and put into place, Ford attempted to set the record straight, but it was not enough. On Dec. 2, FDA sent out a survey form to all Ford and Lincoln-Mercury dealers.

This survey asked dealers whether they understood the program, wanted to see it continued, wanted to see it discontinued or wanted to see it reconstructed to give the dealers back the full money immediately.

To date, the FDA has received 794 responses. Seventy percent said they did not understand the program and 84 percent wanted it reconstructed. Only six responding dealers liked the program, according to the FDA.

In announcing the 1982 pro-

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U. S. beefs up position on safety exemptions

WASHINGTON. — One of the final 1981 actions taken by NHTSA Chief Raymond A. Peck was to strengthen and clarify the federal government's position on federal preemption and pre-sale state enforcement of safety standards.

The interpretation, issued at the request of the Truck Equipment Safety Institute and the Safety Helmet Council of America, impacts directly a Louisiana law that was set to become effective at the start of 1982.

The immediate issue that Peck addressed was the approval requirement for motorcycle helmets. The Louisiana law says that in 1982, a helmet may not be made, sold, or distributed within the state unless it is approved by Louisiana's Department of Public Safety — regardless of whether it meets the federal safety standard (218) covering helmets.

Under the Louisiana law, helmets must first be approved by the American Assn. of Motor vehicle Administrators (AAMVA). This involves a fee, a test report from an AAMVA-approved lab and sometimes product samples or test photographs. (Although the NHTSA interpretation does not say so, the money is believed to go to the pension fund of the vehicle administrators.)

Peck's interpretation is that states are preempted from such activities having to do with presale enforcement of state standards that are identical to federal ones when they "involve procedures or impose burdens" that differ in any significant way from those of the federal regulatory scheme.

NHTSA in the 1970s had won litigation on a federal preemption case involving the Truck Safety Equipment Institute and the State of Pennsylvania.

NHTSA says it believes Congressional intent was to preempt state pre-sale enforcement of identical standards and thereupon cites chapter and verse. Moreover, says Peck, such state action also interferes with NHTSA's ability to assess practicability of potential new federal standards and to assure a proper relationship between benefits and compliance and other costs.

In fact, in some cases, state fees might frustrate the federal effort and have a controlling effect on what level of requirement has costs that are practicable, especially for small equipment makers.

10,000 to 15,000 due in 1983

Mustang convertible to bow next summer

By Al Fleming
Industry Editor

The Mustang's top is coming down next summer.

A convertible version of the sporty Ford compact will show up, it's expected, in July or August. The exact timing isn't certain yet.

The ragtop will be introduced as a 1982 model, but will be marketed only briefly under that designation. Some 300 to 500 units will be produced.

Ford Division plans to step up output at the start of the 1983 model year in late summer. The current program calls for 10,000 to 15,000 softtops to pour into the marketplace during the '83 model year.

The convertible conversion will be done by Cars & Concepts Inc., Brighton, Mich., a special vehicle manufacturer that also is creating the ragtop version of Chrysler Corp.'s LeBaron, which goes into pilot production Jan. 15.

"I think the '82 (Mustang convertible) will be a collector's piece, because of its limited volume," Edsel B. Ford II, marketing plans manager for Ford Division, told AUTOMOTIVE NEWS.

He said he expected the Mustang softtop would be priced "comparably to the LeBaron."

• Explaining the company's rationale for entering the small-volume convertible field — vacated by Detroit auto makers since the end of the 1976 model period — Ford said, "We want to bring some fun back to the market. I'm 33 (years old), I want to have fun while I can. I think a lot of others feel the same. That's my personal opinion.

"But I can say that our company wants to build quality cars and trucks, and have some fun doing it," he added.

Ford credited company President Donald E. Petersen with "really starting all of this." He said Petersen has been pushing for development of new products and concepts that fit the needs of new emerging markets of the '80s.

The Mustang convertible — Ford's first since it dropped the body style at the end of the '73 model year — will be built off the Mustang's two-door notchback body. The four-seater will be based on the Mustang GT series, a cleanly styled package with a bevy of options.

Ford said the Mustang was the "logical choice" for the company's return to the softtop market because "Mustang was the great American convertible in the '60s and '70s," the glory days for the car.

• Asked to compare the concept and strategy of Chrysler's LeBaron convertible with that of the Mustang, Ford said that in his opinion "the LeBaron is a very serious car.

"My tastes run more toward the (Dodge) 024," he said.

He envisions the Mustang softtop as being "my kind of convertible, aimed at the 'wind in the hair' car buyer. I really believe there's a generic convertible buyer."

But that isn't going to keep the company from going after the carriage trade, according to Ford, who declared, "We'd like to get some of the women in Beverly Hills (California) that are now driving Mercedes convertibles."

Although Cars & Concepts will do the convertible adaption from Mustang bodies delivered from Ford's Dearborn assembly plant, Ford Division is studying the possibility of bringing the project in-house.

"We're traditionally an in-house manufacturer," Ford said. "But first we want to test the water to see how big the (convertible) market is."

Historically, the U. S. market for convertibles peaked in the 1963-'65 model years, when the annual rate approximated 500,000 units.

It fell to some 200,000 units by 1966 and below 100,000 by 1971, a victim of the popularity of hardtop body styling, air conditioning options, hard-to-meet government safety regulations and high manufacturing costs.

The last softtop rolled off a Detroit assembly line at the end of the '76 model year when Cadillac built the much-heralded "last convertible." Some 14,000 Eldorado softtops were sold that year.

Ford sold 16,000 Mustang softtops in its final year of production, 1973. However, at least five aftermarket Mustang conversion models currently are being offered in the U.S.

1982 Indy pace car

This Chevrolet Z28 Camaro will pace the 66th Indianapolis 500 race May 30. The special silver and blue Z28 will be powered by a 5-liter fuel-injected V-8 engine similar to the stock Cross-Fire V-8 available in production Z28s. A limited number of the special Z28s will be available for sale by Chevrolet dealers.

He predicts a sales upturn for Chevy

Lund defends '82 pricing approach

By Jim Plegue
Staff Writer

DETROIT. — Chevrolet is expecting many happy returns on a $3 billion investment it has made in four all-new product lines for 1982.

Specifically, the division is forecasting sales of 2.5-million new cars and trucks during calendar 1982, up from 2.1 million last year, according to Robert D. Lund, Chevrolet general manager.

Lund gave his assessment of Chevrolet's future at a New Year's press conference in Detroit last week.

Lund called 1982 a "milestone year" for Chevrolet, which completed a product overhaul that began with the '77 downsized B-body (Impala, Caprice) and culminates with the debut of four all-new 1982 models—the front-drive Cavalier and Celebrity, the new Camaro and the new compact S-10 pickup truck.

• Cavalier actually debuted last May as an '82 model. The S-10 pickup truck was introduced Nov. 12 and public introduction day for the Celebrity and the new Camaro is Jan. 14. Combined, those four products — representing an investment of over $3 billion — are expected to account for 25 percent of 1982 sales, Lund said.

The last time Chevrolet held a New Year's press conference was to celebrate record-snapping 1978 sales figures. The mood was different this time, but Lund was, as usual, the perennial optimist.

"I believe this business is going to be fun again," he said, and listed a number of reasons for a sales upturn this year. Lund said 1982 sales will approach 1980 levels, "given an improved economy, including a lower, more stable interest rate."

With continued economic improvement, Lund said 1983 sales could approach 1979 levels. Lund's reason for optimism: Chevy's complete product line, interest rates are down, disposable income is up, inflation is dropping and average car age today is 6½ years.

• The conference was not all rosy forecasts, however. Lund and Paul J. King, director of engineering for Chevrolet, were grilled on "sticker shock," the structure of the Chevy product lineup and the rationale behind Chevrolet's opproach to marketing the J-body Cavalier.

Originallly, Cavalier was advertised as "the complete car from A to Z," with plenty of standard equipment and a higher price tag. The strategy was aimed at import buyers.

But Chevrolet executives acknowledge that some buyers may have been soured by the high Cavalier prices. Lund announced that Chevrolet is introducing two new price-leader versions of the Cavalier sedan and wagon, called the Cadet. Both models have reduced equipment levels and prices. Additionally, Chevrolet has resurrected the Citation slantback coupe as the price leader in that series.

Still, Lund defended the original marketing approach used with the Cavalier. He said that, of about 11,500 Cavaliers sold in November, about half of those sales were on the East and West coasts, traditionally strong import areas. He added that those sales were predominantly the high-line Cavalier.

• The Cavalier Cadet sedan is priced at $6,432.76, a reduction of $754 in price. The Cadet wagon will cost $6,703.76, a cut of $700. Equipment pulled from those models includes trip odometer, color-keyed instrument panel/console/steering wheel, cigaret lighter, automatic decklid release and AM radio/clock. The price leaders are available in only four colors.

The Citation slantback coupe is priced at $6,297.27, which is $457 below the current two-door Citation hatchback model. Equipment cut from that model includes AM radio, cigaret lighter, decklid and quarter panel striping and some moldings.

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SAE meeting looms as international event

DETROIT. — The 1982 SAE Congress and Exposition here Feb. 22-26 is shaping into one of the most internationalized to date. It also will include the largest number of products and services ever displayed at an SAE event.

The show until recently was international in designation every four years. Now it is international every year, according to Louis R. Ross, general chairman.

Ross is executive vice president, car product development group, North American Automotive Operations, Ford Motor Co.

Participation by overseas exhibitors has about doubled since 1978, Ross said. Three countries, Austria, the Netherlands and Luxembourg are new exhibitors this year, he said.

Theme of the 1982 event is: Technology and Mobility: Twin Needs in Tomorrow's World.

More than 80,000 square feet of exhibit space has been contracted for.

There will be a record number of technical sessions this year. They total about 155 for the Cobo Hall show.

Attendees are offered a choice of at least 15 different sessions each morning and afternoon. More than a third of the technical presentations will be international in subject matter or author participation, Ross said.

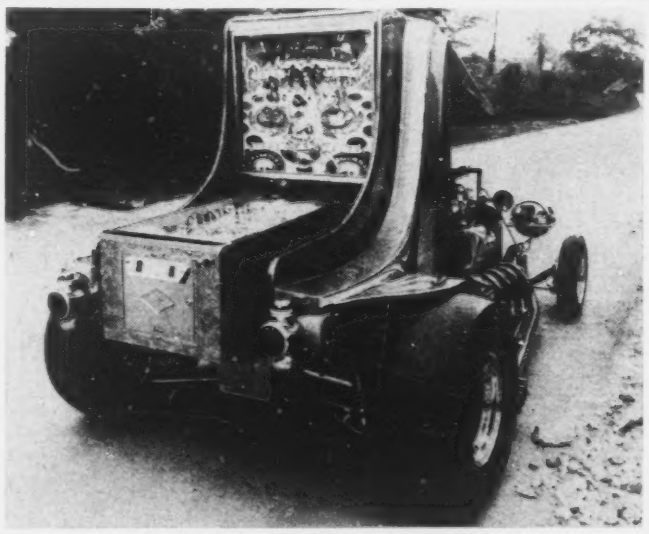
The annual SAE banquet on Thursday of show week historically has been an event of significance. Speaker this year is Transportation Secretary Drew Lewis.

Some 4,000 SAE members and guests are expected to attend the banquet.

Mitsubishi names 2 in U. S. operation

LOS ANGELES. — Mitsubishi Motor Sales of America (MMSA), the newly formed U. S. marketing arm of Mitsubishi Motors Corp., has named Richard L. Norris director of information systems and Peter L. Harbin personnel manager.

Norris joins MMSA after 14 years with IBM Corp., and Harbin has been with Chrysler Corp. for eight years. MMSA will begin selling cars and trucks in the U. S through its own dealer organization in October, 1982.



Pinball Wizard highlights Autorama

This rather unusual vehicle, reasonably called Pinball Wizard, is a driveable street rod that features a gold pinball machine designed into the rear of the vehicle. It was one of more than 400 handcrafted custom cars at the 30th annual Autorama at Cobo Hall in Detroit.

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57th year — No. 4897

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Total slides to 654,330

October registrations sink to a 20-year low

By Jenny L. King
Staff Writer

New-car registrations dropped to their lowest level in 20 years last October, according to registration figures compiled and reported by R. L. Polk & Co. The October total was down from September and second worst to January in the 10 months of 1981.

New-car registrations in October numbered 654,330, down 14.22 percent from 762,792 the preceding month, and down 12.42 percent from 747,080 in October of 1980. It was the most

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modest October since 1961 when 549,137 new cars were registered. January, 1981, registrations numbered 636,488, making it the softest month of the calendar year.

The record registration total for October is 955,555, set in 1969.

Domestic new-car registrations totaled 471,920, down 14.72 percent from September's 533,362, and down 14.35 percent from 550,973 the preceding October.

Registrations of new imported cars in October totaled 182,410, down 6.98 percent from 196,107 a year earlier.

For the first 10 months of 1981, new-car registrations totaled 7,218,659, down 1.39 percent from 7,320,397 in 1980. The 10-month domestic total of 5,140,488 was down 1.63 percent from 5,225,831 a year earlier.

Year-to-date import registrations numbered 2,078,171, down 0.78 percent from 2,094,566 in 1980.

• Chrysler Corp. and Ford Motor Co. increased their shares of the total market in October, and imports and miscellaneous domestics also were up. General Motors and American Motors yielded ground. For the 10 months, only Chrysler and the imports improved, and GM gave up the most.

In October, Chrysler gained 1.15 percentage points, climbing to 8.11 percent from 6.96 percent of the total market. Ford was up 1.11 percentage points, to 16.69 percent from 15.58 percent. Combined imports were up 1.63 percentage points, to 27.88 percent from 26.25 percent, while miscellaneous domestics were up to 0.06 percent from 0.05 percent.

AMC dropped to 1.47 percent from 1.85 percent in October, and GM dropped 3.52 percentage points, to 45.79 percent from 49.31 percent.

Excluding imports, October registrations were divided as follows: GM, 63.49 percent; Ford Motor Co., 23.14 percent; Chrysler Corp., 11.25 percent; AMC, 2.04 percent, and miscellaneous domestics, 0.08 percent.

October, 1980, domestic registrations in shares of the market were: GM, 66.86 percent; Ford, 21.13 percent; Chrysler, 9.44 percent; AMC, 2.51 percent, and miscellaneous, 0.06 percent.

• Intermediates represented the largest market class segment among domestics in October. The breakdown was: Intermediates, 28.69 percent; compacts, 26.35 percent; subcompacts, 22.31 percent; standards, 14.63 percent, and luxury models, 8.02 percent.

Of the total market in October, imports accounted for the largest share, at 27.88 percent. They were followed by intermediates at 20.70 percent; compacts at 19.00 percent; subcompacts at 16.09 percent; standards at 10.55 percent, and luxury models at 5.78 percent.

A year earlier the total market spectrum was as follows: Imports, 26.25 percent; intermediates, 23.61 percent; compacts, 20.24 percent; subcompacts, 14.52 percent; standards, 10.62 percent, and luxuries, 4.76 percent.

TOP CARS

U. S. Registrations for the first 10 months of 1981. Registrations not available for Oklahoma.

1981 Pos.		Make	1980	Pos.
1—	1,238,641	Chevrolet	1,454,980	— 1
2—	840,175	Ford	872,484	— 2
3—	708,141	Oldsmobile	667,858	— 3
4—	607,286	Buick	582,113	— 4
5—	490,647	Toyota	480,285	— 6
6—	474,784	Pontiac	511,030	— 5
7—	383,797	Datsun	436,056	— 7
8—	315,304	Honda	292,138	— 8
9—	291,661	Plymouth	190,623	—12
10—	290,131	Mercury	265,366	— 9
11—	266,285	Dodge	203,966	—11
12—	198,094	VW	215,889	—10
13—	182,055	Cadillac	173,759	—13
14—	146,832	Mazda	128,556	—14
15—	120,377	Subaru	104,110	—17
16—	114,570	AMC	125,994	—15
17—	73,957	Chrysler	114,316	—16
18—	54,520	Volvo	45,046	—21
19—	49,926	Lincoln	60,195	—18
20—	48,724	Mercedes	.....	
21—	40,158	Audi	.....	
22—	36,025	Colt	44,549	—22
		Fiesta	57,961	—19
		Arrow/Chmp	48,791	—20
	243,693	Other Imports	241,255	
	2,876	Misc. Dom.	3,147	
	7,218,659	Total	7,320,397	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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New Dodge dealer chairman

John B. Naughton, left, executive vice president-sales and marketing, Chrysler Corp., congratulates Herbert G. Yardley, owner of Massey-Yardley Dodge, Fort Lauderdale, Fla., on taking office as new national chairman of the Dodge Dealer Advisory Conference. The conference represents more than 1,750 Dodge dealers at quarterly meetings with Chrysler Corp. officials.

White Motor Corp. reports net loss of $301 million

CLEVELAND. — White Motor Corp. has announced that unaudited financial statements filed with the Securities and Exchange Commission disclosed that the corporation lost approximately $146 million in connection with discontinued truck and farm equipment operations, and approximately $165 million on the sale of these operations during the 15-month period ended March 31, 1981.

Net loss for the period was $301 million after extraordinary credits of approximately $11 million.

White, former manufacturer of heavy trucks and farm equipment, filed a petition under Chapter 11 of the U. S. Bankruptcy Code in 1980 after unsuccessful attempts to renew financial agreements with lenders.

White sold substantially all its heavy-truck assets last August to Volvo White Truck Corp., U. S. subsidiary of AB Volvo of Sweden. The farm-equipment business and Canadian and Australian operations were sold earlier.

White Motor's current assets consist primarily of the proceeds from the sales of various businesses, the capital stock of its finance subsidiary — White Motor Credit Corp., which is also in Chapter 11 proceedings — and several properties, including its plant and office facilities in Cleveland and Farmington Hills, Mich.

• Both White Motor and White Motor Credit Corp. filed reorganization plans last August.

The White Credit plan was approved by the Bankruptcy Court in December. It contemplates payment in full to the creditors of White Credit and the possible sale of such finance operations during 1982.

Wallace B. Askins, White Motor chairman, said, "we believe that the confirmed credit plan represents a fair treatment of all interests, including those of the sole stockholder, White Motor Corp."

Negotiations are continuing with creditors on White Motor's reorganization plan.

Askins said the final form of such a plan and the ultimate timing and amount of payment to creditors and other parties are dependent on several factors, including final determination of the price to be received for assets sold to Volvo White and the future of White Motor Credit.

White Motor also said the net loss incurred during the 15-month period, including disposition losses, resulted in a negative net worth of approximately $69.4 million as of March 31, 1981. The reported negative net worth could be further adversely affected by the outcome of a number of uncertainties set forth in its filing, Askins said.

NEW-CAR MARKET SHARES IN U. S.

	OCTOBER Regis., Oct., 1981	Percent Share of Market	Regis., Oct., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80	TEN MONTHS Regis., 10 mos., 1981	Percent Share of Market	Regis., 10 mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Chevrolet	108,126	16.52	149,486	20.01	— 3.49	1,238,641	17.16	1,454,980	19.88	— 2.72
Ford	76,496	11.69	82,839	11.09	+ 0.60	840,175	11.64	872,484	11.92	— 0.28
Oldsmobile	66,039	10.09	74,419	9.96	+ 0.13	708,141	9.81	667,858	9.13	+ 0.68
Buick	59,118	9.04	69,204	9.27	— 0.23	607,286	8.41	582,113	7.95	+ 0.46
Pontiac	43,569	6.66	56,273	7.53	— 0.87	474,784	6.58	511,030	6.98	— 0.40
Mercury	27,485	4.20	27,663	3.70	+ 0.50	290,131	4.02	265,366	3.63	+ 0.39
Plymouth	25,155	3.84	19,024	2.54	+ 1.30	266,285	3.69	203,966	2.79	+ 0.90
Dodge	22,972	3.51	20,899	2.80	+ 0.71	291,661	4.04	190,623	2.60	+ 1.44
Cadillac	22,765	3.48	18,974	2.54	+ 0.94	182,055	2.52	173,759	2.37	+ 0.15
AMC	9,649	1.47	13,812	1.85	— 0.38	114,570	1.59	125,994	1.72	— 0.13
Lincoln	5,215	0.80	5,908	0.79	+ 0.01	49,926	0.69	60,195	0.82	— 0.13
Chrysler	4,946	0.76	12,117	1.62	— 0.86	73,957	1.02	114,316	1.56	— 0.54
GENERAL MOTORS	299,617	45.79	368,356	49.31	— 3.52	3,210,907	44.48	3,389,740	46.31	— 1.83
FORD MOTOR CO.	109,196	16.69	116,410	15.58	+ 1.11	1,180,232	16.35	1,198,045	16.37	— 0.02
CHRYSLER CORP.	53,073	8.11	52,040	6.96	+ 1.15	631,903	8.75	508,905	6.95	+ 1.80
AMERICAN MOTORS	9,649	1.47	13,812	1.85	— 0.38	114,570	1.59	125,994	1.72	— 0.13
IMPORTS	182,410	27.88	196,107	26.25	+ 1.63	2,078,171	28.79	2,094,566	28.61	+ 0.18
MISCELLANEOUS	385	0.06	355	0.05	+ 0.01	2,876	0.04	3,147	0.04	.....
TOTAL	654,330		747,080			7,218,659		7,320,397		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available.

London FX4 cabs to be replaced in '84 after long run

LONDON.—This city's world-famed taxicab, known to tourists for its box-like appearance, passenger and luggage capacity and ability to turn around in London's narrow streets, will be succeeded by an entirely new taxi in 1984.

Carbodies, Ltd., Coventry, which manufactures the current FX4 London cab, plans to introduce a new model, the CR6. It will share body components of the Range Rover and be powered by a modified 2.5-liter Land Rover diesel engine instead of the present 2.5-liter Austin motor.

Other features of the new cab, according to Grant Lockhart of Carbodies, will include a five-speed gearbox, power steering and servo-assisted brakes on rear as well as front wheels, improved insulation, more efficient heater and better driver's seat.

Before being placed in use here, the new taxi must meet the exacting standards of the London Public Carriage Office which controls the city's 12,000 licensed taxicabs and 17,000 cab drivers.

The rugged FX4 taxi now in use was introduced in 1958 and more than half of the 41,000 cabs produced since that date are still operating today.

Beaulieu Chevy opens

SPRINGFIELD, Mass. — Timothy Beaulieu Chevrolet has opened here.

From pipefitting to used cars to the 'Big Two'

Quirk, 30, heads Chevy, Ford deals

By Marc Stern
Staff Correspondent

BRAINTREE, Mass. — Danny Quirk has come a long way.

Eight years ago, he was a 22-year-old pipefitter, who sold an occasional used car on the side. He found he liked selling cars better than pipefitting, so he decided to take a fling at selling used cars full time.

Using funds he generated by building and selling some houses, he took the plunge into used-car sales in Lowell, north of Boston.

Having no background in auto sales, Quirk relied on hard work to learn the ropes. And learn them he did. Within a year, his used-car lot was turning over 1,500 cars a year.

In 1977, Quirk, then 26, bought Clark and Taber Chevrolet here and set out to make the already successful Chevrolet store even more profitable. At the same time, he sold his used-car deal.

He relied heavily on price advertising, and he considers it the most important key to his success. The other key, he believes, is hard work.

His dealership, Quirk Chevrolet, annually delivers 3,000 new and used vehicles. This makes his store one of the largest-volume outlets in New England, and it also makes him attractive to other auto manufacturers.

Ford Motor Co. has enthusiastically welcomed him into its fold of dealers as the owner of Quirk Ford in nearby Quincy. So, at 30, he heads dealerships

Continued on Page 42, Col. 1

Statistics firm marks anniversary

Polk keeping track of industry 60 years

DETROIT. — Statistics relating to America's young automobile industry were a jumble when R. L. Polk & Co. began "keeping the record straight." The statistical firm celebrated its 60th anniversary in 1981.

In 1921, Alfred P. Sloan Jr., who later became president of General Motors, called the information problem to the attention of Ralph Lane Polk.

Sloan asked Polk, whose company had been publishing city directories since 1870, to take over the task of impartially tabulating and publishing key statistical information about the nation's numerous makes of cars.

Polk began compiling and publishing regular reports on new-car registrations and an annual report of all cars registered in the U. S.

Polk listed 58 makes of cars on America's highways 60 years ago, ranging from the Allen to the Winston. Only seven of the original names are still used today — Buick, Cadillac, Chevrolet, Dodge, Ford, Lincoln and Oldsmobile. Several others produced until recent years: Hudson, Nash, Packard and Studebaker.

But others would ring bells only with oldtimers or antique-car buffs — Apperson, Dixie, Lafayette, Moon and Saxon, for a sampling. And yes, there was Jack Benny's Maxwell—268,164 of them on the roads in 1921.

The first report had a category for electrics (18,184 on the road), but none for imports. The first Polk report listed a total of 9,175,814 passenger cars. Ford was by far the most popular make, with 4,209,928. Buick was a distant second, with 622,375 registered.

Sixty-one years later, Polk automotive reports are massive, detailing not only the total cars registered (some 104 million) by make but broken down by models, certain types of equipment and by state and county.

A major use of Polk's data is to locate car owners for recall notices. Owners are usually found through a computer search of the voluminous data maintained by the company's Cincinnati Division.

"In 60 years, the number of manufacturers has dropped considerably while the number of cars on the highway has increased more than 10-fold," said Ralph L. Polk Jr., company president and the fourth R. L. Polk to head the firm. It was his grandfather who was approached by Sloan.

The Polk company remains a major directory publisher — 1,300 a year, covering 6,500 communities throughout the U. S. and Canada. The firm also publishes a U. S. and an international bank directory and is one of the nation's leaders in direct marketing services.

New-car sales climb 18 pct. in oil-boom town

SAN ANGELO, Tex. — Nationwide car sales may be at their lowest level in 22 years, but in parts of West Texas where the oilfield activity is at record highs, new-car sales are higher than in 1980.

Here in San Angelo, new-car dealers report an 18 percent sales increase for the first 11 months of 1981 as compared to the corresponding period in 1980.

New-car sales for this city of 75,000 jumped from 7,969 between January and November, 1980, to 9,405 for the similar 1981 period.

Sales were up more than 18 percent at Jerry Frederick Mercury-Lincoln-Dodge, according to Jerry Frederick. He said about 10 percent of the buyers were paying cash. Part of the increase in sales can be attributed to interest rates edging downward, he said.

Wendell Underwood, general manager for Mustang Chevrolet, reported a similar increase in new-car sales, with credit sales leading cash sales until December, when they were about even. He said large models were moving better than smaller models.

Tom Randall, owner of Randall Motors, said Cadillac and Oldsmobile had been about 18 percent higher than last year, with December being a very good month.

25 for Clark

Joe H. Kemna, left, Kemna Motor Co., Bancroft, Ia., receives a plaque marking his 25 years as a Chevrolet dealer from Chevrolet Assistant Zone Manager T. J. Clark.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
October '81 vs. October '80

	1981 October	1981 Yr.	1980 October	1980 Yr.
AMC Spirit	2,170	30,574	4,187	43,999
Concord	3,277	37,743	4,703	43,222
Concord SW	924	12,823	1,781	14,106
Eagle 4WD	521	5,484	1,280	10,366
Eagle 4WD SW	1,480	13,063	1,146	13,356
Eagle SX4 4WD	1,277	15,083	715	923
TOTAL AMC	9,649	114,570	13,812	125,994
Chrysler LeBaron '81	1,228	31,157	5,130	45,493
LeBaron '81 SW	118	5,104	707	6,941
LeBaron '82 FWD	686	686		
LeBaron '82 SW FWD	1	1		
Cordoba	1,524	21,909	3,896	36,653
Newport	52	4,050	1,055	10,853
New Yorker '81	123	5,535	962	14,007
New Yorker '82	941	1,185		
Imperial	273	4,330	367	369
Total	4,946	73,957	12,117	114,316
Horizon FWD	8,789	114,718	10,840	109,926
Reliant FWD	12,162	116,993	2,085	2,307
Reliant SW FWD	3,665	44,921	649	671
Volare	76	6,646	4,093	54,035
Volare SW	14	1,384	999	12,803
Gran Fury '81	168	6,640	358	10,881
Gran Fury '82	281	359		
Total	25,155	291,661	19,024	190,623
Omni FWD	8,501	94,557	8,186	88,436
Aries FWD	8,995	89,573	1,488	1,591
Aries SW FWD	2,811	33,733	448	465
Dodge 400 FWD	225	225		
Aspen	59	5,617	3,555	41,659
Aspen SW	5	1,276	816	9,651
Diplomat	1,267	21,174	2,530	22,120
Diplomat SW	52	2,536	335	3,677
Mirada	875	12,715	2,377	22,337
St. Regis	182	4,879	1,164	14,030
Total	22,972	266,285	20,899	203,966
Total Chrysler Corp.	53,073	631,903	52,040	508,905
Escort FWD	15,416	146,744	5,161	5,479
Escort SW FWD	7,181	97,816	2,983	3,150
EXP FWD	5,491	42,225		
Pinto	85	9,269	8,725	103,093
Pinto SW	24	2,742	2,850	28,900
Fairmont	11,623	124,747	14,209	171,818
Fairmont SW	2,094	42,661	4,683	61,409
Granada	8,305	85,002	8,575	68,167
Granada SW	1,424	1,676		
LTD II			65	3,111
LTD	2,997	44,197	5,585	77,021
LTD Crn. Victoria	3,475	32,709	3,142	22,113
Ford SW	1,282	16,195	1,404	21,018
Mustang	12,091	133,404	16,795	193,663
Thunderbird	5,008	60,788	8,662	113,542
Total	76,496	840,175	82,839	872,484
Lincoln Town Car	2,181	23,890	2,619	25,644
Mark VI	2,307	25,235	3,089	30,199
Versailles			200	4,352
Continental	727	801		
Total	5,215	49,926	5,908	60,195
Mercury Lynx FWD	5,298	51,245	1,396	1,496
Lynx SW FWD	2,176	28,343	540	567
LN7 FWD	1,615	14,065	1	1
Bobcat	21	2,107	1,779	21,073
Bobcat SW	2	483	338	4,386
Zephyr	2,950	37,168	6,165	53,124
Zephyr SW	535	10,586	1,463	15,779
Cougar	3,618	36,155	2,816	24,072
Cougar SW	781	896		
Marquis	642	6,561	1,124	11,897
Marquis Brougham	1,095	10,270	1,175	10,208
Grand Marquis	2,346	19,262	1,588	15,272
Marquis SW	587	5,687	509	5,997
XR7	2,304	25,259	3,752	47,772
Capri	3,515	42,044	5,017	53,722
Total	27,485	290,131	27,663	265,366

	1981 October	1981 Yr.	1980 October	1980 Yr.
Linc. Merc. Div. Total	32,700	340,057	33,571	325,561
Total Ford Motor Co.	109,196	1,180,232	116,410	1,196,045
Buick Skyhawk			162	5,687
Skylark FWD	14,594	168,167	17,026	142,774
Century '82 FWD	1	7		
Regal/Century	26,075	274,912	33,188	262,568
Regal/Century SW	861	13,109	1,353	14,042
LeSabre	2,181	18,907	3,179	25,415
LeSabre Limited	4,341	38,553	4,061	41,530
Electra	5,891	45,743	5,813	48,481
Buick SW	841	8,802	497	7,865
Riviera FWD	4,333	39,086	3,925	33,751
Total	59,118	607,286	69,204	582,113
Cadillac deVille	9,293	82,067	8,250	81,520
Cimarron FWD	2,661	9,045		
Fleetwood & Chas.	3,249	28,660	2,384	22,853
Eldorado FWD	5,509	43,309	5,149	40,745
Seville FWD	2,053	18,974	3,191	28,641
Total	22,765	182,055	18,974	173,759
Chevrolet Chevette	20,595	310,879	33,614	315,169
Camaro	5,147	87,706	9,135	101 343
Monza	79	15,992	14,649	125,907
Cavalier FWD	108,880	37,742		
Cavalier SW FWD	3,066	12,317		
Citation FWD	19,760	255,165	29,596	313,435
Malibu	10,993	134,780	18,861	164,393
Malibu SW	3,839	48,675	5,041	52,312
Celebrity FWD				
Monte Carlo	13,833	138,268	15,887	133,383
Impala	4,775	51,996	6,384	72,491
Caprice	9,827	81,056	9,728	99,110
Chevrolet SW	3,235	37,761	3,350	47,032
Corvette	2,097	26,304	3,241	30,405
Total	108,126	1,238,641	149,486	1,454,980
Oldsmobile Starfire			118	5,457
Omega FWD	8,857	93,580	8,156	71,807
Cutlass Ciera FWD		15		
Cutlass Salon '81	10,883	133,906	17,096	141,890
Cutlass Sup./Calais '81	22,174	228,299	24,226	215,677
Cutlass Sup./Calais '82				
Cutlass SW	1,866	26,567	2,333	25,957
Delta 88	918	10,116	1,576	16,643
Delta Royale	9,343	106,508	9,759	92,083
98	7,596	63,788	7,231	54,771
Oldsmobile SW	1,247	14,437	806	13,843
Toronado FWD	3,155	30,925	3,118	29,730
Total	66,039	708,141	14,419	667,858
Pontiac T1000	5,600	44,039		
Firebird	2,711	47,974	6,069	73,568
Sunbird	120	28,091	12,979	108,188
J2000 FWD	6,986	30,485		
J2000 SW FWD	1,206	5,403		
Phoenix FWD	5,200	70,684	9,147	82,007
LeMans/Bonn. '82	4,208	42,027	5,309	44,384
LeMans Bonn. '82 SW	1,600	19,963	1,713	20,392
6000 FWD		2		
Grand Prix	10,724	110,047	12,499	94,842
Catalina	371	5,630	1,128	11,342
Bonneville '81	2,450	35,611	4,080	40,006
Bonneville Brougham	1,976	27,504	2,633	26,710
Pontiac SW	417	7,304	716	9,591
Total	43,569	474,784	56,273	511,030
TOTAL GM CORP.	299,617	3,210,907	368,356	3,389,740
(Checker)	342	2,378	330	2,892
Misc. Domestic	385	2,876	355	3,147
Domestic Station Wagon Total	43,334	516,084	37,466	394,333
Domestic Grand Total	471,920	5,140,488	550,973	5,225,831
Import Total	182,410	2,078,171	196,107	2,094,566
Grand Total All Registrations	654,330	7,218,659	747,080	7,320,397

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available.

Bucket, bench and split bench

Checking out '81 seating choices

By Joseph Bohn
Marketing Editor

Where or how passengers sit in a car wouldn't seem to be of paramount importance, but variations of available seats seem to grow yearly.

A bench seat, for example, can have separate fold-down backs, or be separated into a "60/40 configuration," or be just slightly separated so that technically it falls into the category of a bucket seat.

Then there are conventional bucket seats, or those in which only the driver's side is electric-powered, such as in the new Cimarron; or those that recline.

A survey of three basic types indicates that while bucket seats continued to gain popularity, as small-car production increased in '81, close to one-third of buyers chose a split seat ("60/40" type), while nearly one-third chose conventional bench seats (including those where rear backs fold down).

Bucket-type seats went into 37.78 percent, or 2,553,393, of the domestically-built cars in the '81 model year, up from 36.89 percent, or 2,635,904 in '80.

At General Motors, bucket seats accounted for 25.21 percent, or 1,059,622 cars. That was off from 29.44 percent, or 1,349,957 in '80.

GM's total — and the industry's — would have been higher with the inclusion of the '82 J2000, which came in as a mid-year entry. Pontiac did not report it as part of the '81 run. However, Chevrolet and Cadillac did report their Cavalier and Cimarron J-cars in the '81 model run.

The J-cars, including this year's new entries by Buick and Oldsmobile, have bucket seats, and should send the total of bucket seats up sharply for '82.

At Ford, bucket seats accounted for 55.85 percent of production, or 839,949 cars. That was up sharply from 43.16 percent, of 592,714 in '80.

Chrysler installed bucket seats in 47.20 percent, or 346,274 cars. That was off from 52.36 percent, or 400,721 in '80.

American Motors installed them in 93.28 percent, or 127,913 cars. That was up sharply from 34.97 percent, or 69,185 units in '80.

Volkswagen, of course, offers only bucket seats in American-made Rabbits, of which there were 179,635 against 223,267 built in '80.

• Split seats — those in which a section of front seat moves independently of the other — accounted for 29.34 percent, or 1,982,784 cars built in the '81 model year.

Last year's chart did not provide a breakout of this variety.

General Motors is by far the biggest installer of such seats, putting them into 1,593,947 cars, or 37.91 percent of GM's total production.

Ford Motor installed them in 334,883 cars, or 22.27 percent of output.

Chrysler installed them in 53,954 cars, or 7.36 percent of its total.

More conventional bench seats accounted for 32.88 percent of industry output, or 2,222,115 cars.

At GM, they accounted for 36.88 percent of output, or 1,550,494 cars.

At Ford Motor, they accounted for 21.88 percent, or 339,114 units.

At Chrysler, they accounted for 333,295, or 45.44 percent of production.

At AMC, they accounted for 6.72 percent, or 9,212 units.

Power seats continued to gain popularity in '81.

Industrywide, they went on 21.56 percent of cars, up from 15.01 percent in '80.

GM installed power seats in 24.09 percent of its cars, up from 17.53 percent in '80. Some 1,012,837 cars carried the option against 803,943 in '80.

Ford Motor installed power seats in 24.48 percent of its cars, equal to 368,128. That was up sharply from 14.55 percent, or 199,866 in '80.

Chrysler installed them in 9.80 percent, or 71,849 units. That was up from 8.56 percent, or 65,542 in '80.

American Motors installed them in 3.03 percent, or 4,156 cars. That was up from 1.65 percent, or 3,265 in '80.

Volkswagen doesn't offer the option on Rabbits.

SEAT OPTIONS ON 1981 U. S. MODELS

	Bucket Seats	Percent of Output	Split Seats	Percent of Output	Bench	Percent of Output	Power Seats	Percent of Output
AMERICAN MOTORS	127,913	93.28	.....	.....	9,212	6.72	4,156	3.03
Spirit	44,598	100.00	.....	.....	1	0.00	.....	.....
Concord	45,951	83.40	.....	.....	9,146	16.60	1,892	3.40
Eagle	14,422	99.60	.....	.....	64	0.40	2,264	.....
SX	22,942	100.00	.....	.....	1	0.00	.....	.....
CHRYSLER CORP.	346,274	47.20	53,954	7.36	333,295	45.44	71,849	9.80
C-P Total	191,512	45.43	43,004	10.20	187,009	44.37	61,183	14.52
Horizon	87,527	100.00	.....	.....	.....	.....	.....	.....
Reliant	39,926	19.50	.....	.....	164,822	80.50	7,576	3.70
TC3	52,254	100.00	.....	.....	.....	.....	.....	.....
Gran Fury	.....	.....	372	4.80	7,374	95.20	62	0.80
Cordoba	11,344	55.90	8,949	44.10	.....	.....	7,508	37.00
LeBaron	461	1.20	23,103	60.20	14,813	38.60	38,377	100.00
Chrysler	.....	.....	10,580	100.00	.....	.....	7,660	72.40
Dodge Total	154,762	49.60	10,950	3.51	146,286	46.89	10,666	3.42
Omni	65,047	100.00	.....	.....	.....	.....	.....	.....
024	49,811	100.00	.....	.....	.....	.....	.....	.....
Aries	27,855	17.60	.....	.....	130,414	82.40	5,381	3.40
Diplomat	150	0.70	5,427	25.30	15,872	74.00	1,330	6.20
Mirada	11,899	100.00	.....	.....	.....	.....	3,082	25.90
St. Regis	.....	.....	5,523	100.00	.....	.....	873	15.80
FORD MOTOR	839,549	55.85	334,883	22.27	329,114	21.88	368,128	24.48
Ford Division	624,514	61.11	156,588	15.32	240,843	23.57	226,485	22.16
Escort	320,727	100.00	.....	.....	.....	.....	.....	.....
EXP	71,644	100.00	.....	.....	.....	.....	.....	.....
Fairmont	34,256	21.30	.....	.....	126,572	78.70	160,828	100.00
Must./Must. II	182,562	100.00	.....	.....	.....	.....	.....	.....
Granada	12,377	10.20	51,813	42.70	57,151	47.10	7,038	5.80
T-Bird	2,948	3.40	63,199	72.90	20,546	23.70	28,609	33.00
Ford	.....	.....	41,576	53.20	36,574	46.80	30,010	38.40
L-M Division	215,435	44.70	178,295	36.99	88,271	18.31	141,646	29.39
Lynx	111,978	100.00	.....	.....	.....	.....	.....	.....
Capri	58,946	100.00	.....	.....	.....	.....	.....	.....
Zephyr	15,696	23.60	.....	.....	50,813	76.40	998	1.50
Cougar	4,561	8.50	26,987	50.30	22,105	41.20	7,780	14.50
XR-7	1,789	4.80	30,118	80.80	5,368	14.40	11,555	31.00
Mercury	.....	.....	51,653	83.80	9,985	16.20	51,776	84.00
LN7	22,465	100.00	.....	.....	.....	.....	.....	.....
Lincoln	.....	.....	32,839	100.00	.....	.....	32,839	100.00
Mark VI	.....	.....	36,698	100.00	.....	.....	36,698	100.00
GENERAL MOTORS	1,059,622	25.21	1,593,947	37.91	1,550,494	36.88	1,012,837	24.09
Buick Division	49,263	5.74	648,188	75.64	159,544	18.62	271,859	31.72
Skylark	32,266	12.30	230,062	87.70	.....	.....	.....	.....
LeSabre	476	0.50	88,734	99.50	.....	.....	54,450	61.00
Century	730	0.50	66,416	46.00	77,121	53.50	26,872	18.60
Regal	13,847	5.80	143,930	59.90	82,423	34.30	69,547	29.00
Electra	.....	.....	68,983	100.00	.....	.....	68,983	100.00
Riviera	1,944	3.70	50,063	96.30	.....	.....	52,007	100.00
Cadillac Division	14,048	5.56	141,804	56.22	96,399	38.22	251,836	99.83
*Cimarron	14,048	100.00	.....	.....	.....	.....	13,628	8.40
Seville	.....	.....	28,606	100.00	NA	——	28,606	100.00
Eldorado	.....	.....	60,557	100.00	NA	——	60,557	100.00
Cadillac	.....	.....	52,646	35.30	96,399	64.70	149,045	100.00
Chevrolet Division	792,187	47.35	139,244	8.32	741,662	44.33	97,763	5.84
Chevette	453,982	100.00	.....	.....	.....	.....	.....	.....
Cavalier	65,130	100.00	.....	.....	.....	.....	586	0.90
Camaro	126,138	100.00	.....	.....	.....	.....	.....	.....
Citation	78,452	19.00	.....	.....	334,836	81.00	414	0.10
Malibu	3,854	1.70	28,568	12.60	194,305	85.70	6,802	3.00
Monte Carlo	18,540	11.80	51,848	33.00	86,727	55.20	12,569	8.00
Chevrolet	370	0.20	58,828	31.80	125,794	68.00	44,583	24.10
Corvette	45,631	100.00	.....	.....	.....	.....	32,809	71.90
Oldsmobile Division	86,459	9.19	523,421	55.65	330,775	35.16	297,524	31.63
Omega	27,277	18.40	51,546	34.80	69,095	46.70	3,378	2.20
Cutlass	.....	.....	92,238	47.10	103,492	52.80	36,660	18.70
Cutlass Supreme	53,586	18.70	126,020	44.20	106,229	37.10	44,675	15.60
Oldsmobile	1,637	0.60	214,972	80.00	51,959	19.30	170,207	63.30
Toronado	3,959	9.30	38,645	90.70	.....	.....	42,604	100.00
Pontiac Division	117,665	24.46	141,285	29.37	222,114	46.17	93,855	19.51
Firebird	70,899	100.00	.....	.....	.....	.....	.....	.....
Phoenix	20,759	16.20	.....	.....	107,110	83.80	3,744	2.90
Grand Prix	24,486	22.60	48,430	44.70	35,428	32.70	30,878	28.50
LeMans	791	1.10	20,217	28.10	50,939	70.80	6,259	8.70
Pontiac	730	0.70	72,638	71.20	28,637	28.10	52,974	51.90
VOLKSWAGEN	179,635	100.00	.....	.....	.....	.....	.....	.....
Total Cars, U. S.	2,553,393	37.78	1,982,784	29.34	2,222,115	32.88	1,456,970	21.56

*Cimarron power seats are for driver side only.

Note: Figures are generally based on U. S. production. However, Canadian-only sourced cars, such as Cordoba/Mirada, are included in some instances; also, some '82-only models, such as EXP/LN7 and Cimarron and Cavalier, built during the '81 model run.

Figures are based on production of 6,758,283 '81 models, including 4,204,064 GM cars, 1,503,946 Ford cars, 733,513 Chrysler models, 137,125 AMC and 179,635 Volkswagens.

GM's total includes 856,996 Buicks, 252,256 Cadillacs, 1,673,093 Chevrolets, 940,654 Oldsmobiles, and 481,065 Pontiacs. Ford's total includes 1,021,945 Ford Division and 482,001 Lincoln-Mercury models. Chrysler's total includes 421,525 Chrysler-Plymouths and 311,988 Dodges.

The top's the thing

Lancia Zagato for 1982 has a unique removable Targa roof with a fold-down backlight. It features a double-overhead-cam engine, five-speed transaxle and Bosch L-electronic fuel injection.

'82 Lancia Zagato features injection, 5-speed transaxle

MONTVALE, N. J.—The 1982 Lancia Zagato features Pininfarina styling and a unique Targa top which has both a removable Targa roof and a fold-down rear window.

The Zagato is powered by a transverse front-mounted, four-cylinder, double-overhead-cam engine of 1,995 cc which produces 108 HP at 5,500 RPM.

It features Bosch L-electronic fuel injection and a five-speed transaxle.

The car has rack-and-pinion steering, all independent suspension, alloy wheels and Lancia's patented Superduplex powered four-wheel disk brake system.

The fully instrumented dash has an adjustable steering column and warning lights for low brake fluid and front brake pad wear. The Zagato is available in six color combinations. Options are limited to leather upholstery, metallic paint, power windows and air conditioning.

It is marketed by Fiat Motors of North America, which has added a new three-year limited warranty against corrosion and an optional limited powertrain warranty of 24 months or 24,000 miles to the standard 12-month/12,000 mile limited vehicle warranty and guaranteed price policy.

Together, this enables new owners to secure protection for 36 months or 36,000 miles.

Lancia Turbo racing cars won the World Championship of Makes in 1981 and 1980.

Auto 'mini-mall' set in Oregon

PORTLAND, Ore.—The building at N.W. 14th Ave. and Burnside which formerly housed the Fisher Ford dealership will be the home of Downtown AutoBlock, which developer David Blocksom described as the Northwest's first automotive shopping center.

The 135,000-square-foot facility will have car stereo, parts, tire and muffler retail stores and such service-related businesses as auto painting, a body detail shop, brake repair, general car tuneup and repair and some import specialists.

The renovation is expected to be completed next spring. The site is made up of three buildings which have been unified by ramps and interconnecting walls.

Imports dip in 1981, but market share is record 27.25 pct.

Domestic sales lowest in 20 years

Continued from Page 2

19.62 percent; Mercedes-Benz was up 17.23 percent to a record 63,059; Volvo was up 13.12 percent to a record 64,477; BMW was up 12.82 percent to a record 41,761; Jaguar was up 55.00 percent; Renault was up 21.70 percent; Porsche was up 7.16 percent, and Saab was up 7.78 percent.

Imports captured 27.25 percent of the 1981 market. The next largest segment went to U. S. intermediates at 20.40 percent, followed by compacts at 20.22 percent, subcompacts at 17.11 percent, standards at 10.16 percent and luxury models at 4.86 percent.

In 1980 the spectrum was: Imports at 26.69 percent, intermediates at 21.37 percent, compacts at 20.96 percent, subcompacts at 15.41 percent, standards at 11.09 percent and luxury models at 4.48 percent.

• Domestic sales for the final month of the year were nothing less than disastrous. The domestic sales total in December was 357,580, lowest since 303,161 'way back in 1951. Best total for the month was 723,737 in 1964. December, 1981, sales dropped 24.15 percent from 471,443 a year earlier.

The December domestic daily selling rate averaged 13,753, down 25.15 percent from 18,132 a year earlier. There were 26 selling days both years.

All five domestic makers were on the decline for the month. GM was down 19.61 percent, to 218,670 from 272,004 in 1980. Ford plunged 37.69 percent, to 72,036 from 115,615. Chrysler was down 23.89 percent, to 48,045 from 63,127. AMC dropped 19.31 percent, to 7,741 from 9,594. VWoA was down a scant 0.14 percent, to 11,088 from 11,103.

GM earned 61.15 percent of the December domestic market, up more than three points from 57.70 in 1980. Ford dropped to 20.15 percent from 24.52 percent. Chrysler stood at 13.44 percent, up from 13.39 percent. AMC climbed to 2.16 percent from 2.04 percent, and VWoA cornered 3.10 percent, up from 2.35 percent.

Cadillac was the only U. S. make to report a sales increase in December. The luxury-car maker was up 18.56 percent, to 20,600 from 17,374 a year earlier.

Losses ranged from 5.29 percent for Oldsmobile to 55.55 percent for Imperial.

Import sales in December totaled 165,236, down 7.41 percent from 178,459 in 1980. Imported cars accounted for a record 31.61 percent of the whole market—it was a record both for December (up from 27.37 percent in 1980) and for the 1981 calendar year.

Fourth-quarter domestic sales dropped 23.08 percent, to 1,280,413 from 1,664,574 in 1980.

Domestic sales during the final 10 days of the year were down 13.78 percent, to 126,251 from 146,435 in 1980. On a daily-selling-rate basis, they were down 23.36 percent: 14,028 this year compared with 18,304 in 1980.

The market-class breakdown in December was as follows: Imports at 31.61 percent, intermediates at 19.58 percent, compacts at 16.57 percent, subcompacts at 11.29 percent and luxury models at 6.30 percent.

Where Auto Market was in 1981

	Total Sales	Pct. of Total
SUBCOMPACT	1,459,694	17.11
COMPACT	1,725,180	20.22
INTERMEDIATE	1,740,501	20.40
STANDARD	866,165	10.16
LUXURY	414,756	4.86
IMPORT	2,325,235	27.25
TOTAL	8,531,531	100.00

Where Auto Market was in December

	Total Sales	Pct. of Total
SUBCOMPACT	76,594	14.65
COMPACT	86,638	16.57
INTERMEDIATE	102,396	19.58
STANDARD	59,016	11.29
LUXURY	32,936	6.30
IMPORT	165,236	31.61
TOTAL	522,816	100.00

U. S. CAR SALES BY MARKETING UNITS

	Dec., 1982	Dec., 1981	Jan. 1-Dec. 31, 1981	Jan. 1-Dec. 31, 1980
Chevrolet	74,689	112,489	1,442,281	1,747,534
Ford	50,346	84,544	1,010,076	1,143,270
Oldsmobile	49,641	52,414	848,739	820,681
Buick	48,007	51,792	722,617	720,368
Pontiac	25,733	37,935	552,394	614,897
Toyota	41,773	47,071	576,491	582,204
Datsun	33,059	30,120	464,805	516,890
Honda	27,082	34,471	370,705	375,388
VW of America	22,147	21,985	306,676	321,036
Plymouth	23,452	28,914	381,052	317,049
Dodge	23,421	28,653	361,243	330,073
Mercury	17,315	29,309	339,550	330,853
Cadillac	20,600	17,374	230,665	213,002
AMC-Renault	9,778	11,367	167,551	174,803
Mazda	10,295	15,786	166,105	161,623
Subaru	11,207	10,687	152,062	142,968
Volvo	3,080	3,059	64,477	56,999
Chrysler/Imperial	9,461	11,946	98,518	142,245
Jaguar-Rover-Triumph	819	1,591	18,956	32,179
Mercedes-Benz	6,416	4,721	63,059	53,790
Lincoln	4,375	5,493	63,830	69,704
BMW	4,225	2,745	41,761	37,017
Fiat	1,274	3,231	33,253	39,284
Isuzu	1,203	.....	17,805	.....
Saab	1,287	940	14,613	13,558
Peugeot	1,219	1,141	16,937	12,930
Alfa Romeo	268	124	2,301	3,000
DeLorean	644	.....	3,009	.....
TOTAL	522,816	649,902	8,531,531	8,973,345

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia. Jaguar-Rover-Triumph includes MG.

IMPORTED CAR SALES

	Dec., 1981	Dec., 1980	Jan. 1-Dec. 31, 1981	Jan. 1-Dec. 31, 1980
Alfa Romeo	268	124	2,301	3,000
Audi	4,587	3,253	50,817	42,483
BMW	4,225	2,745	41,761	37,017
Challenger	1,010	768	12,690	12,924
Champ	3,210	2,517	42,128	55,474
Colt	3,194	2,434	42,796	50,689
Datsun	33,059	30,120	464,805	516,890
DeLorean	644	.....	3,009	.....
Fiat	1,224	3,052	32,185	37,184
Fiesta	.....	3,731	32,856	68,595
Honda	27,082	34,471	370,705	375,388
Isuzu	1,203	.....	17,805	.....
Jaguar	553	292	4,695	3,029
Lancia	50	179	1,068	2,100
Mazda	10,295	15,786	166,105	161,623
Mercedes-Benz	6,416	4,721	63,059	53,790
MG	49	361	3,712	13,730
Peugeot	1,219	1,141	*16,937	12,930
Porsche	1,258	674	11,241	10,490
Renault	2,037	1,773	30,869	25,365
Rover	53	131	781	481
Saab	1,287	940	14,613	13,558
Sapporo	875	667	13,326	10,263
Subaru	11,207	10,687	152,062	142,968
Toyota	41,773	47,071	576,491	582,204
Triumph	164	807	9,768	14,939
Volkswagen	5,214	6,955	82,173	90,957
Volvo	3,080	3,059	64,477	56,999
TOTAL	165,236	178,459	2,325,235	2,395,070

Head of Toyota rules out plans to build in U.S.

TOKYO. — The president of Toyota Motor Co. flatly ruled out any move toward car production in the U. S., according to the Japan Economic Journal.

It quoted Eiji Toyoda as saying, "At present, I don't feel there will be any merit for us to start production in the U. S., though we have studied feasibilities of such a project from various points of view."

Replying to a question about rumors that Toyota was seeking a factory site in the U. S., Toyoda was quoted as saying, "why should we try to buy land without any definite plan?"

Toyoda, referring to growing tension between the U. S. and Japan, said it stems from a snowballing trade imbalance and he called on his government for action to reduce Japan's trade surplus.

He said it is up to American makers to increase their efforts if they wish to sell more cars in Japan and he denied that non-tariff barriers hold down sales.

"The U. S. Big Three could find better ways by using their offshoots in Japan," he was quoted as saying.

DOMESTIC CAR SALES

	Dec. 21 to Dec. 31, 1981	Same Period, 1980	December, 1981	Same Month, 1980	Jan. 1 to Dec. 31, 1981	Same Period, 1980
Spirit	.....	.....	1,232	2,406	33,504	49,723
Concord	.....	.....	2,958	3,182	59,846	64,991
Pacer	.....	.....	.....	32	111	2,083
Eagle	.....	.....	3,551	3,974	43,221	32,641
AMERICAN MOTORS*	2,500†	3,600†	7,741	9,594	136,682	149,438
Horizon	1,700	2,898	3,822	7,117	75,377	78,823
TC3	1,043	1,301	2,779	2,828	51,815	53,971
Reliant/Volare	4,491	6,364	12,340	15,374	196,997	104,836
Plymouth	187	144	526	411	1,409	13,682
Total Plymouth	7,421	10,707	19,367	25,730	325,598	251,312
LeBaron	199	1,941	398	5,847	36,311	65,519
LeBaron K	1,580	.....	4,906	.....	10,680	.....
Cordoba	506	1,391	1,339	3,259	23,904	44,908
New Yorker	912	.....	2,546	.....	5,894	.....
Chrysler	.....	779	.....	2,228	17,080	29,321
Total Chrysler	3,197	4,111	9,189	11,334	93,869	139,748
Total Imperial	128	139	272	612	4,649	2,497
Omni	1,317	2,296	3,322	5,347	56,038	61,240
024	1,139	1,102	3,233	2,586	51,743	46,658
Aries	3,518	4,930	9,389	12,254	149,653	80,876
Dodge 400	451	.....	1,468	.....	3,150	.....
Diplomat	451	934	1,119	2,959	25,598	33,157
Mirada/Magnum	288	634	585	1,731	13,947	27,595
Dodge	.....	210	.....	574	5,628	16,934
Total Dodge	7,164	10,106	19,217	25,451	305,757	266,460
CHRYSLER CORP.	17,910	25,063	48,045	63,127	729,873	660,017
Pinto	.....	1,082	.....	3,176	10,037	142,467
EXP	990	.....	2,768	.....	54,502	.....
Escort	5,725	7,628	14,185	22,097	284,907	60,196
Mustang	2,341	4,234	5,866	12,639	154,985	225,290
Fairmont	3,160	4,778	8,736	19,664	182,909	285,272
Granada	2,867	2,391	7,647	7,416	106,996	88,371
LTD II	.....	.....	.....	.....	.....	3,012
Thunderbird	1,277	2,428	3,424	7,189	69,775	127,248
Ford	2,809	2,732	7,720	8,632	113,109	142,819
Ford Division	19,169	25,273	50,346	80,813	977,220	1,074,675
Bobcat	.....	235	.....	677	2,169	26,821
LN7	308	.....	1,204	.....	18,217	.....
Lynx	1,358	2,316	4,034	7,466	92,809	18,196
Zephyr	681	2,026	2,001	7,075	50,603	87,032
Cougar	1,043	867	3,224	3,020	46,750	31,710
XR-7	356	793	1,078	3,002	28,706	51,857
Capri	451	1,154	1,466	4,005	47,151	62,592
Mercury	1,490	1,182	4,305	4,064	53,145	52,645
Total Mercury	5,667	8,573	17,315	29,309	339,550	330,853
Cont./Versailles	594	.....	1,475	.....	4,919	4,219
Lincoln	468	754	1,480	2,570	29,178	30,114
Mark VI	443	947	1,420	2,923	29,733	35,371
Total Lincoln	1,505	1,701	4,375	5,493	63,830	69,704
L-M Division	7,192	10,274	21,690	34,802	403,380	400,557
FORD MOTOR	26,361	35,547	72,036	115,615	1,380,600	1,475,232
Skyhawk	.....	.....	.....	.....	.....	5,388
Skylark	4,217	3,797	11,649	13,236	200,460	175,741
Century FWD	920	.....	2,602	.....	2,691	.....
Regal Sedan	2,503	2,832	6,883	9,943	123,676	145,894
Regal Coupe	4,083	4,222	10,926	14,216	208,329	199,207
Le Sabre	2,598	1,703	7,119	5,979	82,263	89,429
Electra	1,840	1,706	4,849	4,879	57,234	61,792
Riviera	1,517	843	3,979	3,539	47,964	42,917
Buick Division	17,678	15,103	48,007	51,792	722,617	720,368
Cimarron	418	.....	1,212	.....	14,604	.....
Seville	613	832	1,719	2,619	22,724	34,709
Cadillac	4,582	3,578	12,884	10,546	138,948	126,151
Eldorado	1,731	1,348	4,785	4,209	54,389	52,142
Cadillac Division	7,344	5,752	20,600	17,374	230,665	213,002
Chevette	5,141	6,874	16,711	21,030	346,307	373,988
Cavalier/Monza	1,611	1,962	5,312	7,272	88,072	150,320
Citation	5,248	7,633	15,946	25,975	300,184	374,706
Camaro	1,249	1,845	2,588	6,578	94,606	116,824
Celebrity	494	.....	1,287	.....	1,361	.....
Malibu	2,833	4,993	9,348	18,140	211,130	267,732
Monte Carlo	2,490	3,624	7,448	12,354	161,158	165,638
Chevrolet	4,840	5,326	14,896	18,532	210,424	261,819
Corvette	405	787	1,153	2,608	29,039	36,507
Chevrolet Division	24,311	33,044	74,689	112,489	1,442,281	1,747,534
Starfire	.....	.....	.....	.....	.....	5,334
Omega	1,712	1,467	4,757	5,335	109,981	87,262
Cutlass Ciera	1,048	.....	2,716	.....	2,882	.....
Cutlass	2,996	3,130	9,264	12,507	187,952	210,784
Supreme	4,137	4,310	12,248	15,994	266,070	258,789
Olds 88	3,618	2,687	10,756	10,248	158,662	147,997
Olds 98	2,613	1,494	7,343	5,721	84,583	73,464
Toronado	782	731	2,557	2,609	36,509	37,051
Oldsmobile Division	16,906	13,819	49,641	52,414	848,739	820,681
T-1000	1,101	.....	3,721	.....	55,868	.....
J-2000/Sunbird	841	2,193	3,180	7,531	75,884	132,630
Phoenix	1,116	1,516	3,896	6,030	82,285	98,952
Firebird	661	1,068	1,595	3,643	52,188	81,592
6000	459	.....	1,262	.....	1,325	.....
Bonneville/LeMans	1,518	1,319	4,715	5,156	73,988	77,911
Grand Prix	1,731	2,429	5,862	8,601	128,236	118,414
Pontiac	406	2,008	1,502	6,974	82,620	105,398
Pontiac Division	7,833	10,533	25,733	37,935	552,394	614,897
GENERAL MOTORS	74,072	78,257	218,670	272,004	3,796,696	4,116,482
VOLKSWAGEN	5,408	3,968	11,088	11,103	162,445	177,106
DOMESTIC TOTAL	126,251	146,435	357,580	471,443	6,206,296	6,578,275
IMPORT TOTAL	.....	.....	165,236	178,459	2,325,235	2,395,070
INDUSTRY TOTAL	.....	.....	522,816	649,902	8,531,531	8,973,345

*—AMC does not have a nameplate breakout for 10-day periods.

Fed regulations are delayed

WASHINGTON. — Mandatory effective date of the Federal Reserve Board Regulation M (consumer leasing) and Regulation Z (truth-in-lending) as they were revised to carry out the Truth in Lending Simplification and Reform Act has been postponed until Oct. 1, 1982.

This accords with an amendment signed by President Reagan in December, 1980, that delayed the law until Oct. 1, 1982.

In addition, the transition period for creditors' compliance with the earlier version of Regulation Z has been extended from April 1, 1982, to Oct. 1, 1982.

1981 industry total lowest in 20 years

Chrysler, Ford post output gains

By Patricia Hoffman
Staff Writer

The 1981 calendar year finished on a sour note as domestic auto production hit the lowest mark in 20 years, and the total dropped 2.20 percent below the 1980 total.

Final figures showed U. S. makers wound up 1981 with 6,275,721 units, down from 6,416,885 completed in 1980, and the lowest full-year total since 5,522,004 in 1961.

The largest drop in output for the year was felt by American Motors with 109,319 units, down 33.65 percent from 164,765 in 1980.

Following suit was Volkswagen of America with 167,829, down 14.85 percent from 197,106; Checker Motors had 3,010, down 9.88 percent from 3,340, and General Motors finished with 3,925,679, a drop of 4.40 percent below 4,106,191.

Of the six auto companies, only two showed gains for the 1981 year. They were: Chrysler Corp., with 749,687, up 17.41 percent from 638,535, and Ford Motor with 1,320,197, up 1.01 percent from 1,306,948.

In December, 351,475 units were completed, a drop of 25.81 percent from 473,764 in the comparable 1980 month. The total, which marked a 30-year low for the auto makers, was the lowest point for the month since 284,837 units were assembled in 1951. The total was the lowest for any month since 312,758 cars were completed in August, 1980.

Breakdown for the month by company is: General Motors: 70.73 percent; Ford Motor, 14.38 percent; Chrysler Corp., 10.57 percent; Volkswagen of America, 2.89 percent and American Motors, 1.43 percent. Checker Motors was idle the entire month of December.

The auto manufacturers ended up with 1,302,109 units for the fourth quarter, down 23.90 percent from 1,711,145 in the comparable 1980 period. It was the lowest fourth-quarter total since 1,259,839 units in 1959, and the lowest total for any quarter since the third quarter of 1980, which tallied 1,264,276.

Last week's output of 63,121 units dropped 9.54 percent below 69,775 completed during the shortened Christmas week because of extended downtime at all American Motors, Chrysler Corp., Volkswagen of America and Checker Motors' facilities, plus all but the Wixom assembly point at Ford Motor and several points at General Motors. There was no production New Year's week.

The total for the week dropped 45.28 percent below 115,363 units the comparable 1981 week.

Truck sales lead won by Ford for 5th year in a row

DETROIT. — Ford was No. 1 in retail truck sales in 1981 in the U. S. for the fifth consecutive year, topping runnerup Chevrolet by more than 40,000 units.

Louis E. Lataif, Ford Division general manager, reported that Ford dealers sold 716,849 light, medium and heavy trucks last year. He also noted that Ford has taken first place in U. S. truck sales in seven of the last 10 calendar years.

Chevrolet said its dealers retailed 675,628 light, medium and light-heavy trucks last year, 41,221 units fewer than Ford. Chevrolet discontinued its line of heavy line-haul trucks late in 1980.

Canadian output of cars, trucks down 5 pct. in '81

Canadian auto production and truck production were both about 5 percent below the 1980 totals.

The auto manufacturers turned out 801,903 units, down 5.30 percent from 846,777 in 1980. It was the lowest total since 1967 when 714,084 units were completed.

The truck makers finished 1981 with 497,804 units, a 5.41 percent decline from 526,277 in 1980. It was the lowest total since 1976 when 497,430 trucks were built.

In December, the auto makers completed 50,799 units, down 13.53 percent from 58,747 in the 1980 month. It was the lowest December since 41,061 in 1964, and the lowest output for any month since August, 1981, when the total was 48,056.

December truck output was 33,932, down 22.79 percent from 43,947 in 1980, and the lowest output for the month since 32,196 in 1975. It was the lowest for any month since August, 1981 when 31,319 trucks were built.

Last week's auto output was 3,657 units, a drop of 57.46 percent from 8,596 during Christmas week. All plants were idle New Year's week. All American Motors, General Motors and Ford Motor facilities were down last week.

The total was also down 76.39 percent from 15,487 in the comparable 1981 week.

Truck production last week totaled 2,390, down 53.81 percent from 5,174 in Christmas week in December, and down 77.05 percent from 10,415 trucks in the comparable 1981 period.

Chrysler's Windsor point, Ford's Oakville plant and GM's Oshawa and Scarborough truck facilities were idle last week for extended holiday downtime.

Import-car sales slumping in Japan

TOKYO. — Sales of imported cars in Japan in the first 11 months of 1981 fell 14.3 percent from the previous year's period to 34,740.

The final 1981 count is expected to be about 39,000—below 40,000 for the first time in eight years. Import sales here peaked in 1979 at about 60,000.

Final '81 figures for trucks show small production gain

Domestic truck makers wound up production for 1981 slightly ahead of the comparable 1980 total.

Total truck output for the year reached 1,670,488 units, a gain of 4.83 percent from 1,593,489 in 1980. Both years were down sharply from 1979, when 2,554,752 units were assembled.

In December, truck manufacturers completed 115,284 units, down 17.64 percent from 139,978 in the comparable 1980 month. The total was the lowest for the month since 1962 when 111,031 units were completed.

During the final three-months of 1981, makers assembled 366,390 trucks, a drop of 21.99 percent from 469,651 in the corresponding period in 1980, and the lowest output for the quarter since 344,420 units in 1970.

Due to the extended downtime last week at all Ford Motor, Chrysler Corp., Volkswagen of America and American Motors' facilities, output for the week of 20,350 units dropped 11.39 percent below 22,966 trucks assembled during the shortened Christmas week. There was no production New Year's week. The total was also down 32.99 percent from 30,372 in the comparable 1981 week.

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 9, 1981	Week Ended Jan. 10, 1980	Week Ended Dec. 26, 1981	Dec. Total	1980 Total	1981 Total
CHEVROLET	13,566	14,042	8,022	44,869	492,209	511,954
DODGE	.....	1,600	2,088	10,972	118,959	98,240
FORD	.....	5,088	7,996	29,629	581,507	617,375
GMC	4,234	4,569	2,752	16,148	173,702	175,209
INTERNATIONAL	1,150	1,730	.....	2,047	66,210	66,707
VOLKSWAGEN	.....	.....	338	1,437	28,390	37,379
MACK	.....	658*	.....	.....	23,387	.....
JEEP	.....	1,970*	900*	5,252	62,841	92,248
AM GENERAL	.....	90*	30*	170*	8,201	3,616*
MISCELLANEOUS	1,400*	625*	840*	4,760*	38,083	67,760*
Total Trucks, U. S.	30,350	30,372	22,966	115,284	1,593,489	1,670,488

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 9, 1981	Week Ended Jan. 10, 1980	Week Ended Dec. 26, 1981	Dec. Total	1980 Total	1981 Total
CHRYSLER CORP.	.....	.....	1,238	6,862	52,917	85,427
FORD MOTOR	315	4,042	1,548	8,275	186,111	122,437
GENERAL MOTORS	1,840	6,022	2,388	18,367	254,640	278,743
AMERICAN MOTORS	.....	.....	.....	.....	11,753	.....
INTERNATIONAL	235	295	.....	428	16,039	11,197
MACK	.....	56*	.....	.....	2,081	.....
WHITE	.....	.....	.....	.....	2,736	.....
Total Trucks, Canada	2,390	10,415	5,174	33,932	526,277	497,804
N. American Trucks	22,740	40,787	28,140	149,216	2,119,766	2,168,292

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Jan. 9, 1981	Week Ended Jan. 10, 1980	Week Ended Dec. 26, 1981	Dec. Total	1980 Total	1981 Total
AMERICAN MOTORS	.....	3,275*	1,530*	5,034	164,765	109,319
AMX	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	1,041	54,223	35,143
Concord	.....	.....	.....	2,134	68,384	49,480
Eagle	.....	.....	.....	1,859	42,158	14,696
Pacer	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	.....	.....	2,568	37,153	638,535	749,687
Plymouth Total	.....	.....	1,306	16,365	293,100	365,841
Horizon	.....	.....	1,306	7,597	144,811	139,353
Reliant	.....	.....	.....	8,768	75,809	216,901
Volare	.....	.....	.....	.....	51,735	.....
Caravelle	.....	.....	.....	.....	6,277	2,139
Gran Fury	.....	.....	.....	.....	14,468	7,448
Chrysler Total	.....	.....	.....	5,240	82,440	57,340
LeBaron	.....	.....	.....	5,240	62,582	52,478
Chrysler	.....	.....	.....	.....	19,858	4,862
Dodge Total	.....	.....	1,262	15,548	262,995	326,506
Omni	.....	.....	1,262	7,484	121,544	126,224
Aspen	.....	.....	.....	.....	36,881	.....
Aries	.....	.....	.....	6,319	60,656	170,139
Diplomat	.....	.....	.....	.....	30,733	12,644
Dodge 400	.....	.....	.....	1,745	.....	13,817
St. Regis	.....	.....	.....	.....	13,181	3,662
FORD MOTOR	1,487	18,460	19,466	50,544	1,306,948	1,320,197
Ford Division	.....	13,406	13,579	32,245	929,627	892,043
Escort	.....	8,041	5,164	10,217	108,450	351,437
Pinto	.....	.....	.....	.....	68,179	.....
Fairmont	.....	3,676	1,710	5,378	198,219	176,246
Must./Must. II	.....	.....	2,625	6,676	232,507	153,719
Granada	.....	.....	2,215	6,430	113,281	103,702
T-Bird	.....	.....	1,742	3,213	117,856	64,328
Ford	.....	1,689	.....	.....	91,135	40,886
EXP	.....	.....	125	331	.....	1,725
L-M Division	.....	5,054	5,887	18,299	377,321	428,154
Mercury Total	.....	5,054	4,894	15,663	324,528	363,969
Bobcat	.....	.....	.....	.....	12,445	.....
Lynx	.....	2,514	1,211	2,636	37,641	116,904
Capri	.....	.....	637	1,992	68,070	50,336
Zephyr	.....	1,124	1,074	2,772	66,657	51,868
Cougar	.....	.....	932	3,218	41,264	49,831
XR-7	.....	.....	217	379	42,927	28,223
Mercury	.....	1,416	752	4,412	55,524	65,720
LN7	.....	.....	72	254	.....	1,087
Lincoln Total	1,487	.....	993	2,636	52,793	64,185
Continental ('82)	742	.....	496	1,318	.....	11,894
Lincoln	375	.....	252	733	22,781	26,651
Mark VI	370	.....	245	585	28,146	25,640
Versailles	.....	.....	.....	.....	1,866	.....
GENERAL MOTORS	61,634	93,628	43,843	248,593	4,106,191	3,925,679
Buick Division	7,765	18,596	8,874	50,310	783,575	839,960
Skylark	1,750	4,802	2,018	12,054	218,502	239,175
Skyhawk J	.....	.....	.....	.....	.....	.....
Century	2,665	3,665	1,172	6,813	164,941	102,968
Regal	.....	5,487	2,837	16,001	205,939	267,708
Buick	3,350	3,408	2,003	10,951	149,668	171,834
Riviera	.....	1,234	844	4,491	44,525	58,275
Cadillac Division	3,765	6,816	3,142	17,555	203,991	259,135
Cimarron	165	.....	67	472	.....	22,308
Seville	.....	856	189	1,024	34,300	23,344
Eldorado	.....	1,720	742	3,950	54,267	57,861
Cadillac	3,600	4,240	2,144	12,109	115,424	155,622
Chevrolet Division	26,223	39,714	17,023	91,940	1,760,030	1,463,705
Chevette	8,365	9,030	5,292	27,488	454,051	360,848
Cavalier	6,220	.....	1,134	6,114	.....	139,817
Celebrity	2,050	.....	2,256	12,383	.....	23,833
Monza ('80)	.....	.....	.....	.....	150,548	.....
Camaro	4,028	4,720	1,554	7,864	118,211	99,050
Citation	2,240	10,049	2,655	14,704	459,276	301,193
Malibu	1,075	6,105	1,689	9,946	273,371	223,749
Monte Carlo	1,325	4,010	1,931	10,479	125,474	139,899
Chevrolet	320	4,800	150	905	134,909	147,332
Corvette	600	1,000	362	2,057	44,190	27,984
Oldsmobile Division	16,230	19,223	9,690	55,084	783,230	825,540
Omega	2,250	2,687	1,063	7,476	115,677	121,617
Cutlass	4,800	9,855	2,880	16,273	395,784	361,640
Cutlass/Ciera	3,850	.....	2,039	10,497	.....	24,035
Oldsmobile	5,330	5,695	3,320	18,791	233,845	274,373
Toronado	.....	986	388	2,047	37,924	43,875
Pontiac Division	7,651	9,279	5,114	33,704	575,365	537,339
Acadiant †	200	250	81	747	18,974	18,087
J2000	1,143	.....	.....	3,530	.....	91,420
Sunbird ('80)	.....	.....	.....	.....	149,239	.....
T1000	.....	.....	225	3,507	.....	86,861
Firebird	2,268	1,715	747	8,782	79,568	48,970
Phoenix	760	2,907	875	4,536	136,180	96,597
Grand Prix	1,640	2,400	958	5,670	76,019	97,051
Bonneville ('82)	1,640	.....	987	5,648	.....	30,173
A6000	.....	.....	1,241	6,284	.....	16,089
LeMans	.....	1,560	.....	.....	64,864	42,027
Pontiac	.....	440	.....	.....	50,521	10,064
VOLKSWAGEN	.....	.....	2,368	10,151	197,106	167,829
CHECKER	.....	.....	.....	.....	3,340	3,101
Total Cars, U. S.	63,121	115,363	69,775	351,475	6,416,885	6,275,721

CANADIAN CAR PRODUCTION

	Week Ended Jan. 9, 1981	Week Ended Jan. 10, 1980	Week Ended Dec. 26, 1981	Dec. Total	1980 Total	1981 Total
AMERICAN MOTORS	.....	600	.....	1,957	3,077	34,535
CHRYSLER CORP.	3,192	.....	1,814	9,256	71,530	69,149
FORD MOTOR	240	1,286	3,565	12,666	249,876	209,494
GENERAL MOTORS	.....	13,376	3,082	26,156	512,330	478,389
VOLVO	225	225	135	764	9,964	10,336
Total Cars, Canada	3,657	15,487	8,596	50,799	846,777	801,903
N. American Cars	66,778	130,850	78,371	402,274	7,263,662	7,077,624
N. American Trucks	44,640	40,787	28,140	149,216	2,119,766	2,168,292
North American Cars and Trucks	111,418	171,637	106,511	551,490	9,383,428	9,245,916

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

NOTE

ONLY THE FOLLOWING PAGES OF THIS PUBLICATION HAVE BEEN FILMED

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